

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Agricultural Marketing Department - Reforms to be taken-up in Agricultural
Marketing Department – Constitution of a Core Committee – Orders – Issued.

AGRICULTURAL MARKETING AND COOPERATIVE (AM.II) DEPARTMENT

G.O.RT.No. 654

Dt: 26-11-2014.

Read the following:-

1. From C&DoAM, AP., Hd. Lr.No. Marketing.
Reforms/2014/2014, dt. 19.11.2014.
2. Minutes of the Meeting dated 21.11.2014.
3. From C&DoAM, AP., Hyd. Lr.No. Marketing. Reforms/
2014, dt. 21.11.2014.

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ORDER:-

The Government have noticed that it is necessary to bring certain reforms in the present Agricultural Marketing system for the benefit of the farmers and all the stakeholders in order to ensure market efficiency and competitiveness and enhance transparency in all the marketing operations to promote grading, standardization, packing etc. In this process, the Government hereby constitute a "Core Committee" with the following Officials to gather all the relevant information and study the issues that are faced by all the Stakeholders like Farmers, Traders, Commission Agents and other Market functionaries so as to finalise the reforms required :-

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| 1. Sri R. Lakshmanudu | - Joint Director of Marketing,
Visakhapatnam. |
| 2. Sri C. Ramanjaneyulu | - Joint Director of Marketing,
Kadapa. |
| 3. Sri K. Srinivasa Rao | - Joint Director of Marketing,
Vijayawada. |
| 4. Sri .P. Ravi Kumar | - Joint Director of Marketing,
Vigilance, Head Office. |
| 5. Sri A. V. V. Prasad | - Addl. Register, O/o Register
of Co-op Societies. |
| 6. Sri .N. Pandu Ranga Reddy | - Secretary, A.P. State
Ware Housing Corporation |
| 7. Sri Y. Ram Mohan Reddy | - Sel. Gr. Secretary, AMC, Guntur. |

2. The Committee is directed to submit its report to the Government within a period of fifteen days.

3. The Director of Marketing, O/o the Commissioner & Director of Agricultural Marketing, AP., Hyderabad will coordinate and monitor the work of the Core Committee.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

RANJEEV R. ACHARYA
PRINCIPAL SECRETARY TO GOVERNMENT (AM&C)

To
The Commissioner & Director of Agricultural Marketing, AP., Hyderabad.
All the members through C&DoAM, AP. Hyd.
The OSD to M(Agri.&Mktg.)
SF/SC

//FORWARDED BY ORDER//

SECTION OFFICER